

Central Hollywood Coalition  
Sunset & Vine BID Board Meeting

**MINUTES**

May 14, 2013

4:00 – 6:00 p.m.

AMPAS Pickford Center

1313 Vine Street, Los Angeles, CA. 90028

**Officers and Directors Present**

*Caral Massie, President, McDonald's Restaurants*

*Duke Gallagher, Treasurer, The Production Group*

*Elizabeth McDonald, Secretary, Los Angeles Film School*

*Fabla Cinti, Fabulous Cucina*

*Charles Eberly, The Eberly Company*

*Brian Falb, Paramount Contractors*

*Kitty Gordillo, Hollywood Wilshire YMCA*

*Melissa Lagan, Amaeba Music*

*Harut Markarian, Western Diocese of the Armenian Church*

*Michael Pogorzelski, Academy of Motion Picture Arts and Sciences*

*Fred Rasenthal, Ametran*

*Arthur Straymon, Kilroy Realty Corp.*

*James Haydu, SEE-LA (Ex-officio member)*

**Absent**

*Roxanna Sassanian, Vice President, Sunset Gower/Sunset Branson Studios*

*John Given, City Build Advisors*

*Katie Seymour, Windsor Communities*

*Mike Smith, Broadreach Capital*

**Consultants**

*Sarah Besley, Executive Director*

*Jeff Briggs, Briggs Law*

*Kerry Morrison, Hollywood Property Owners Alliance*

*Joseph Mariani Jr., Hollywood Property Owners Alliance*

*Devin Strecker, Hollywood Property Owners Alliance*

**Guests**

*Wanhung Lee, Graduate Student*

**I. Call To Order**

President Caral Massie called the meeting to order at 4:10 p.m.

**II. Public Comment and Introductions**

Jeff Briggs, member of the Hollywood Historic Trust, provided an update on the status of repairs along the Walk of Fame. Currently there are two repair sites – in front of Hollywood and Highland and in the Pantages Theatre. The area along the Westside of Vine Street, between Selma and Sunset, in the Sunset & Vine BID is also scheduled for repair in May.

### III. Approval of Board Minutes

#### **A. Minutes from April 9, 2013**

The board received copies of the minutes from the April 9<sup>th</sup> meeting in their packets.

It was moved by Brian Folb, seconded by Kitty Gordillo and CARRIED to approve the Minutes from the April 9, 2013 meeting. The minutes were approved unanimously.

### IV. Treasurer's Report

#### **A. Treasurer's Report ending April 30, 2013**

The board received copies of the balance sheet, monthly cash flow statement, reconciliation report, and yearly budget projection. Assessment revenue from the newly rezoned LAUSD parcels have yet to be reconciled, however staff and Gallagher will provide a report at the June meeting.

It was moved by Charles Eberly, seconded by Elizabeth McDonald and CARRIED to approve the Treasurer's Report ending April 30, 2013. Unanimously approved.

- B. CPI Increase:** Besley stated that the 2013/2014 assessment roll is due to the City Clerk's Office on June 1<sup>st</sup>. Per the Management District Plan, the Board has the opportunity to apply a CPI increase (up to 3%) each year to help absorb increases in services. The current CPI is 1.47%. In light of anticipated increases in maintenance costs and administrative fees (in particular office rent, which has not increased in over three years), the board opted to apply a 1% increase to assessments for the upcoming year.

It was moved by Brian Folb, seconded by Charles Eberly and CARRIED to increase the assessment rate by 1% for the 2013/2014 tax year. The motion was approved with one abstention (Rosenthal).

- C. 2012 Financial Review:** RBZ is currently drafting the annual financial review, which is required by the city. Besley has requested an extension so that a representative from RBZ has an opportunity to present the report at the June meeting.
- D. Meeting with financial working group:** Besley reported that Gallagher, Gordillo, Sassanian, Mariani, and Morrison will be meeting in June to help educate the executive committee on the current financial practices identify potential safeguards.

### V. Committee & Program Reports

#### **A. Security Committee**

- 1. Amendment to ABS, Homeless Bill of Rights:** Besley reported that a series of amendments have been made the bill, including several broader definitions of "homelessness" and what is considered "harassment." Since the April meeting the League of California Cities has opposed the legislation, and CDA has lobbied to prevent it from passing. Staff is currently working with CDA to help defeat the measure.
- 2. Report from CUP Task Force:** Morrison and Besley have been participating in a Chamber task force to examine the various conditions in nightclub and restaurant CUPs and Type 47 and 48 Licenses and identify mechanisms for better enforcement. The task force made a presentation at the Chamber retreat last month and will be meeting with the City Planning Department and officials from the City of Pasadena to share best practices on May 15<sup>th</sup>.

**B. Marketing and Communications**

1. **Sunset & Dine:** Strecker provided copies of the latest budget for the Sunset & Dine event, scheduled on June 13th. Since the board approved \$5,000 for working capital at the April meeting the event committee received several sponsorships, including \$5,000 from Millennium Hollywood. With ticket sales and sponsorship projections, the event committee anticipates a budget surplus this year. Copies of the press release were given to the board and distributed to various media contacts through Haines & Co. PR. Several outlets have already indicated that they will cover the event. Currently board members can purchase a minimum of ten tickets for a discounted rate of \$20 each and receive their company logo in the event program.

**C. Streetscape Committee**

1. **Report from Streetscape Committee walk-through:** HPOA staff organized a walk-thru of both BIDs on April 4<sup>th</sup> with Streetscape Committee members: Don Mushin, Carol Massie, Fabio Conti, Arthur Stroyman, and Kitty Gordillo. Additionally, Amy Schulenberg from the City of LA's Bureau of Sanitation Tree Planting Program and landscape designer, Troy Silva offered their resources for the duration of the tour. The group met at 9AM and surveyed every street in each BID.

Besley presented a slideshow of punchlist items that the group will tackle in the coming months, including: planting trees in barren stretches of sidewalk, removing sidewalk graffiti, experimenting with new plants in tree-wells and planters, and possibly hiring an engineering firm to draw up plans for a landscaped median on Vine Street – south of Sunset Boulevard.

**VI. New Business**

- A. **LA BID Consortium-sponsored State of the BIDs report:** Besley distributed copies of the State of the BIDs report created by the LA BID Consortium. Each BID, including the Sunset & Vine BID, contributed towards the cost. The Consortium plans to deliver the report to each of the council members during their Day at City Hall event later this year.

**VII. Old Business**

- A. **Transfer of BID Management functions to EDD & budget negotiations:** As reported last month, the CLA is recommending the transfer of the Special Assessments Unit from the City Clerk's Office to the newly established Economic Development Department in January. However, there are numerous concerns raised about the lack of experienced staff and equipment proposed for the transfer. HPOA staff has been working with staff from the various council offices from those that serve on the Budget and Finance Committee and has submitted a letter highlighting the concerns. HPOA may testify during budget deliberations this week if necessary.
- B. **Meeting with Guggenheim Partners re/ proposed parking district:** Morrison has organized a meeting on May 15 with Guggenheim and those that are interested in addressing more technical questions related to their proposal to form a parking district. Any board members are welcome to attend.
- C. **Review and approve proposed Whistleblower Policy for CHC:** The board received copies of a proposed Whistleblower Policy reviewed by Jeff Briggs. Previously the board approved a Document Retention Policy which was part of the Service Agreement between CHC and HPOA, however the Whistleblower Policy will be a standalone document for each of the board members to sign.

It was moved by Kitty Gordillo, seconded by Mike Pogorzelski and CARRIED to adopt the whistleblower policy as presented and recommended by Jeff Briggs. The motion was approved unanimously.

- D. **Review and approve proposed conflict of interest policy for CHC:** Morrison distributed copies of a Conflict of Interest Policy, reviewed by Jeff Briggs, which could be added as an article in the association's bylaws. The policy states that a board member would need to disclose any possible conflicts of interest before any board discussions or actions, but would not have to recuse themselves from a vote.

It was moved by Fred Rosenthal, seconded by Brian Foib and CARRIED to adopt the Conflict of Interest Policy. The motion was approved unanimously.

#### **VIII. Staff Reports**

- A. **Ruling in Arts District BID lawsuit:** Besley reported that the court ruled on Friday to dissolve the Arts District based on a determination that its marketing and economic development activities were a general, not a specific, benefit to the property owners in that District. As a result, the judge decided that the District's entire assessment rationale was invalid. Besley will continue to monitor the case as well as other BIDs which are renewing and may face similar challenges. CDA is, at the same time, organizing a discussion with a delegation of executives throughout the state about the general vs. specific benefit distinction.
- B. **Hollywood 4WRD Top 15:** Morrison stated that although 185 formerly homeless individuals have been housed in Hollywood since the registry, there is a need to focus on those who are the most difficult to house, due to their mental and physical conditions. Hollywood 4WRD has recently made it a priority to house these individuals, starting with two of the most difficult cases, and progress has been made. The group is hopeful that this strategy will be used as a model in other communities throughout Los Angeles.

#### **IX. Next Meeting**

The next meeting is scheduled for June 11, 2013.

#### **X. Adjournment**

The meeting was adjourned at 5:51 p.m.